Rep Order# EC'd Yes 6855644 Ver# 2 Status Returned Traffic Order# 106970 Printed: 09/ Last Received: 09// Showing Buylines: All Lines

Agency

09/25/2012 12:27 PM 09/24/2012 12:21 PM

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Phone# Buyer Product Station KSNV-TV LAS VEGAS, NV.
Advertiser ().BERKLEY FOR SENATE
Product BERKLEY FOR SENATE Estimate# 30S MICHAEL D'ETTORRE

Agency C/P1/P2/E
Flight Dates
Hiatus Weeks) SHORR, JOHNSON, MAGNUS 1831 CHESTNUT ST. #602 PHILADELPHIA, PA 19103 09/25/2012 - 10/01/2012

Rep Firm Sales Office (Salesperson (

) PHILADELPHIA) AMY MCCREARY

Salesperson Phone# Salesperson FAX#

215-568-6540 215-568-1845

-- CONTRACT COMMENT --

Fax#

BERKLEY FOR SENATE -30S SC=*

- REMARKS --

LEVEL 3 RATES. WILL NEED ALMOST ALL LEVEL 1'S TO CLEAR. PLEASE SEE BELOW. NOT SURE HOW MUCH WILL CLEAR WITH THANKS!

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رن *	* (Ji	* 41.	* w	N	<u>ن</u> !	Ľn
M Buyl Station	M Buyl Station	TU-F Buyl Station	TU-F Buyl Station	M Buyl	 TU-F Buyl	Day
6A-7A Buyline Comment: WAGNERS tion Remark: V2 PLEASE	M 5A-6A Buyline Comment: WAKE UP Station Remark: V2 PLEASE	TU-F 6A-7A Buyline Comment: WAGNERS Station Remark: V2 PLEASE	F 5A-6A Buyline Comment: WAKE UP tion Remark: V2 PLEASE	430A-459A Buyline Comment: WAKE UP	 F 430A-459A Buyline Comment: WAKE UP	Time
M 6A-7A Buyline Comment: WAGNERS Station Remark: V2 PLEASE REVISE TO LEVEL1	nt: WAKE UP V2 PLEASE REVISE TO LEVEL1	nt: WAGNERS V2 PLEASE REVISE TO LEVEL1	TU-F 5A-6A Buyline Comment: WAKE UP Station Remark: V2 PLEASE REVISE TO LEVEL1	A :- WAKE UP	A WAKE UP	Program
:30	: 30	:30	:30	:30	: 30	Len
\$300.00	\$200.00	\$250.00	\$125.00	\$50.00	\$50.00	Rate
10/01-10/01	10/01-10/01	09/25-09/28	09/25-09/28	10/01-10/01	09/25-09/28	***
N	N	∞		н	44 - - - - -	Spots/Week
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ю	N	ω	ω	щ	4	Total Spots
\$600.00	\$400.00	\$2,000.00	\$1,000.00	\$50.00	\$200.00	Total Cost
						Daypart

*15 M 9A-10A Buyline Comment: TODAY SHOW II Station Remark: V2 PLEASE REVISE TO LEVEL1	*14 TU-F 10A-11A Buyline Comment: TODAY SHOW III Station Remark: V2 PLEASE REVISE TO LEVEL1	*13 M 12P-1230P Buyline Comment: NEWS Station Remark: V2 PLEASE REVISE TO LEVEL1	*12 TU-F 12P-1230P Buyline Comment: NEWS Station Remark: V2 PLEASE REVISE TO LEVEL1	*11 TU-F 11A-12P Buyline Comment: RACHEL RAY Station Remark: V2 PLEASE REVISE TO LEVEL1	*10 TU-F 1230P-1P Buyline Comment: NEWS Station Remark: V2 PLEASE REVISE TO LEVELI	*9 TU-F 9A-10A Buyline Comment: TODAY SHOW II Station Remark: V2 PLEASE REVISE TO LEVEL!	*8 M 7A-9A Buyline Comment: TODAY SHOW Station Remark: V2 FLEASE REVISE TO LEVEL1	*7 TU-F 7A-9A Buyline Comment: TODAY SHOW Station Remark: V2 PLEASE REVISE TO LEVEL1	LT In Day Time Program	Station KSNV-TV LAS VEGAS, NV. Advertiser ().BERKLEY FOR SENATE Product BERKLEY FOR SENATE Estimate# 30S Buyer MICHAEL D'ETTORRE Fix# Fax# Hi	Rep Order# 6855644 Ver# 2 Status Returned EC'd Yes
:30	.30	.: 30	:30	:30	:30	: 30	:30	;1 30	Len	Agency () SHOI 1831 CHESTI PHILADELPI Agency C/P1/P2/E Flight Dates 09/	Traffic Order# 106970
\$175.00	\$100.00	\$175.00	\$175.00	\$100.00	\$100.00	\$125.00	\$400.00	\$350.00	Rate	() SHORR, JOHNSON, MAGNUS 1831 CHESTNUT ST. #602 PHILADELPHIA, PA 19103 P1/P2/E //30S cs 09/25/2012 - 10/01/2012 ceks	
10/01-10/01	09/25-09/28	10/01-10/01	09/25-09/28	09/25-09/28	09/25-09/28	09/25-09/28	10/01-10/01	09/25-09/28	Dates	GNUS 12	Printed: 09, Last Received: 09/ Showing Buylines: All Lines
N	∞	н	4.		44	œ	A,	H: 1 55] 1	Spots/Week	Rep Firm Sales Office (Salesperson (Salesperson Phone# Salesperson FAX#	09/25/2012 12:27 PM 09/24/2012 12:21 PM Lines
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N	α	н	12-	œ	ιt>	ω	424	D	Total Spots) PHILADELPHIA) AMY MCCREARY \$ 215-568-6540 215-568-1845	
\$350.00	\$800.00	\$175.00	\$700.00	\$800.00	\$400.00	\$1,000.00	\$1,600.00	\$5,600.00	Total Cost	PHIA ŒARY 540 845	2 of 8

Lines	Showing Buylines: All Lines					1
Last Received: 09/24/2012 12:21 PM	Last Received:				1	FC'd Yes
09/25/2012 12:27 PM	Printed:	Traffic Order# 106970	2 Status Returned	Ver# 2	6855644	Ren Order#

3 of 8

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Stati	*23 TU-F	*22 SU Bu Stati	*21 TU-F Bu Stati	*20 M Bu Stati	*19 M Bu Statio	*18 M Bu Statio	S IX	හ 로 다 다	n Day	KSNV-TV · () BERKLI 30S MICHA
Station Remark:	F 4P-430P	SU 8P-930P Buyline Comment: NEWS Station Remark: V2 PLE:	TU-F 3P-4P Buyline Comment: Station Remark: Vi	M 3P-4P Buyline Comme Station Remark:	M 10A-11A Buyline Commer Station Remark:	M 11A-12P Buyline Comment: Station Remark: Vi	M 11A-12P Buyline Commer Station Remark:	M 1230P-1P Buyline Comment: Station Remark: VI	Time	KSNV-TV LAS VEGAS, NV. · () BERKLEY FOR SENATE BERKLEY FOR SENATE 30S MICHAEL D'ETTORRE
ASE REVISE	PD+ · VEWS	ASE REVISE TO	ent: DR. PHIL V2 PLEASE REVISE TO LEVEL1	3P-4P Buyline Comment: DR. PHIL tion Remark: V2 PLEASE REVISE TO LEVEL1	t: TODAY SHOW III V2 PLEASE REVISE TO	P.nt: RACHEL RAY V2 PLEASE REVISE TO LEVEL1	11A-12P Buyline Comment: RACHEL RAY tion Remark: V2 PLEASE REVISE TO LEVEL1	NEWS PLEASE REVISE TO	Program	NV. DR SENATE TE
TO LEVELI		LEVEL 2	ITAAS	evel1	TEART1	SVEL1	TIEVE	LEVEL1		Agency (): 1831 CH PHILAI Agency C/P1/P2/E Flight Dates Hiatus Weeks
	:30	: 30	:30	: 30	:30	:30	: 30	: 30	Len) SHORR,JC ;HESTNUT ;DELPHIA, ;E //30S ;E 09/25/20
	\$225.00	\$600.00	\$225.00	\$200.00	\$150.00	\$150.00	\$150.00	\$150.00	Rate	() SHORR, JOHNSON, MAGNUS 1831 CHESTNUT ST. #602 PHILADELPHIA, PA 19103 P1/P2/E //30S es 09/25/2012 - 10/01/2012 eks
	09/25-09/28	09/30-09/30	09/25-09/28	10/01-10/01	10/01-10/01	10/01-10/01	10/01-10/01	10/01-10/01	Dates	GNUS 12
	ıΔ	N	ω	N	N	Н	N	щ	Spots/Week	Rep Firm Sales Office (Salesperson (Salesperson Phone# Salesperson FAX#
•	Ы	Ъ	щ	H	ы	Н	ы	بر	# of	hone# AX#
	42	N	∞	N	N	P	N	μ	Total Spots) PHILADELPHIA) AMY MCCREARY # 215-568-6540 215-568-1845
	\$900.00	\$1,200.00	\$1,800.00	\$400.00	\$300.00	\$150.00	\$300.00	\$150.00	Total Cost	PHIA REARY 6540 1845
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		EC'd Yes	Rep Order#	
			6855644	
			Ver# 2 Status Returned	
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			Traffic Order# 106970	
!	Showing Buylines: All Lines	Last Received:	Printed:	
!	Lines	09/24/2012 12:21 PM	09/25/2012 12:27 PM	
			4 of 8	

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SA Buyl Station	M Buyl Station	TU-F Buyl Station	SA Buyl Station	M Buyl Station	M Buyl Station	TU-F Buyl Station	M Buyl Station	TU-F Buyl Station	Day	SNV-TV LA) .BE BERKLEY: 30S MICHAEL!
SA 730P-8P Buyline Comment: VEGAS Station Remark: V2 PLEA:	M 730P-8P Buyline Comment: Station Remark: V	TU-F 730P-8P Buyline Comment: Station Remark: V	SA 5P-630P Buyline Comment: NEWS Station Remark: V2 PLE	M 5P-630P Buyline Comment: Station Remark: V2	M 4P-430P Buyline Comment: NEWS Station Remark: V2 PLE	TU-F 5P-630P Buyline Comment: Station Remark: V2	M 430P-5P Buyline Comment: Station Remark: V/	TU-F 430P-5P Buyline Comment: Station Remark: V2	Time	KSNV-TV LAS VEGAS, NV. () BERKLEY FOR SENATE BERKLEY FOR SENATE 30S MICHAEL D'ETTORRE
SE REVISE	:: FACE TO FACE V2 PLEASE REVISE TO	FACE TO FACE PLEASE REVISE	t: NEWS V2 PLEASE REVISE TO LEVEL1	:: NEWS V2 PLEASE REVISE TO	ASE REVISE	NEWS PLEASE REVISE	NEWS PLEASE REVISE	t: NEWS V2 PLEASE REVISE TO LEVEL1	Program). SENATE
TO LEVEL2	TEAETI	TO LEVEL1	TEVELL	LEVEL1	TO LEVEL1	TO LEVELI	TO LEVEL1	TEVET1		Agency (): 1831 CH PHILAD Agency C/P1/P2/E Flight Dates Hiatus Weeks
:30	:36	:30	:30	: 30	:30	:30	:30	:30	Len	() SHORR, JOHN 1831 CHESTNUT ST. 1841 CHESTNUT ST. 1941ILADELPHIA, PA P1/P2/E //30S es 09/25/2012 :eks
\$150.00	\$225.00	\$200.00	\$225.00	\$450.00	\$300.00	\$375.00	\$300.00	\$300.00	Rate	() SHORR, JOHNSON, MAGNUS 1831 CHESTNUT ST. #602 PHILADELPHIA, PA 19103 P1/P2/E //30S es 09/25/2012 - 10/01/2012
09/29-09/29	10/01-10/01	09/25-09/28	09/29-09/29	10/01-10/01	10/01-10/01	09/25-09/28	10/01-10/01	09/25-09/28	Dates	NUS 2
⊢	J⊶	42	ы	ω	1-7	12	٢	1 - 41 1 1 1 1	Spots/Week	Rep Firm Sales Office () Salesperson () Salesperson Phone# Salesperson FAX#
Н	J acob	H	μ	н	Н	H	ц	⊢ - -	# of Weeks	one#
Ц	Ц	41	н	ω	قندا	11 N	Ь	41 	Total Spots) PHILADELPHIA) AMY MCCREARY \$\frac{f}{215-568-6540} 215-568-1845
\$150.00	\$225.00	\$800.00	\$225.00	\$1,350.00	\$300.00	\$4,500.00	\$300.00	\$1,200.00	Total Cost	PHIA REARY 1540 1845

	EC'd Yes	
		6855644
		Ver# 2
		2 Status Returned
		Traffic Order# 106970
Showing Buylines: All Lines	Last Received:	Printed:
Lines	09/24/2012 12:21 PM	09/25/2012 12:27 PM
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				Show	Showing Buylines: All Lines	les				
Station K Advertiser Product	2	Agency () S 1831 CH PHILAD	SHORR, ESTNUT	() SHORR, JOHNSON, MAGNUS 1831 CHESTNUT ST. #602 PHILADELPHIA, PA 19103	NUS	Rep Firm Sales Office (Salesperson () PHILADELPHIA) AMY MCCREARY	HIA EARY	
Estimate# Buyer Phone#	30S MICHAEL D'ETTORRE	Agency C/P1/P2/E Flight Dates Hiatus Weeks	//30S 09/25/20	//30S 09/25/2012 - 10/01/2012	2	Salesperson Phone# Salesperson FAX#	Phone# FAX#	215-568-6540 215-568-1845	540 845	
Fax# LT Ln	Day Time Program		Len	Rate	Dates	Spots/Week	₩eeks	Total	Total Cost	
1			1	 	1					
* ယ ယ	3 TU-F 630P-730P Buyline Comment: JEOPARDY/WHEEL		:30	\$375.00	09/25-09/28	ω	ц	α	\$3,000.00	
	Cutation verification of a property of the contract of the con	i i								
*34	4 M 630P-730P		: 30	\$400.00	10/01-10/01	2	⊣	2	\$800.00	
	Buyline Comment: JEOPARDY/WHEEL Station Remark: V2 PLEASE REVISE TO	LEVEL1								
* 3 5	5 SA 630P-730P		:30	\$225.00	09/29-09/29	N	Н	N	\$450.00	
	Station Remark: V2 PLEASE REVISE TO	LEVEL1								
* ფ	F 9P-10P		:30	\$1,000.00	09/28-09/28	,	⊣	ч	\$1,000.00	
	Buyline Comment: GRIMM Station Remark: V2 PLEASE REVISE TO LEVEL1	LEVEL1								
37	SU 930P-10P		:30	\$500.00	09/30-09/30	J	⊭	ב	\$500.00	
	Buyline Comment: JEOPARDY									
* ພ ໝ	att-a6		:30	\$1,400.00	09/26-09/26	Ľ	H	Н	\$1,400.00	
	Buyline Comment: LAW & ORDER:SVU Station Remark: V2 PLEASE REVISE TO	LEVELI								
*39	9 TU-F 1230A- 130A		: 30	\$60.00	09/25-09/28	œ	H	œ	\$480.00	
	Buyline Comment: FALLON Station Remark. V2 DIFASE REVISE TO	1.FVR1.1								
* 4.0	0 м 1230A 130A		:30	\$75.00	10/01-10/01	2	 2	٨	\$150.00	
	Buyline Comment: FALLON Station Remark: V2 PLEASE REVISE TO LEVEL1	LEVEL1								

Rep Order# EC'd Yes
6855644
Ver# 2
Ver# 2 Status Returned
Traffic Order# 106970
Printed: 09/ Last Received: 09/ Showing Buylines: All Lines
Printed: 09/25/2012 12:27 PM Last Received: 09/24/2012 12:21 PM lowing Buylines: All Lines
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, 🔀	Agency) SHORR, JOHNSON, 1831 CHESTNUT ST. #602 PHILADELPHIA, PA 19103	SHORR, JOHNSON, MAGNUS HESTNUT ST. #602 DELPHIA, PA 19103	AGNUS	Rep Firm Sales Office (Salesperson () PHILADELPHIA) AMY MCCREARY	PHIA REARY	
Estimate# 30S Buyer MICHAEL D'ETTORRE Phone#	Agency C/P1/P2/E Flight Dates Hiatus Weeks	72/E	//305 09/25/2012 - 10/01/2012	012	Salesperson Phone# Salesperson FAX#	Phone#	215-568-6540 215-568-1845	5540 1845	
rax# LT In Day Time Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	
*41 TU-F 1135P- 1235A		:30	\$175.00	09/25-09/28	œ 	⊢	co 	\$1,400.00	
nt: TONIGHT SHOW V2 PLEASE REVISE	TO LEVEL1					·			
*42 M 1135P- 1235A		:30	\$185.00	10/01-10/01	N	H	N	\$370.00	
Buyline Comment: TONIGHT SHOW Station Remark: V2 PLEASE REVISE T	TO LEVEL1								
*43 TU-F 11P-1135P		:30	\$400.00	09/25-09/28	4	Ь	4.	\$1,600.00	
Buyline Comment: NEWS Station Remark: V2 PLEASE REVISE 1	TO LEVEL1								
*44 M 11P-1135P		:30	\$425.00	10/01-10/01	دم	н	н	\$425.00	
ASE REVISE	TO LEVEL1								
.19-1135P		:30	\$400.00	09/29-09/30	N	⊣	N	\$800.00	
Station Remark: V2 PLEASE REVISE T	TO LEVEL1								
×46 SU 6A-7A		: 30	\$125.00	09/30-09/30	Н	Н	,	\$125.00	
Buyline Comment: NEWS Station Remark: V2 PLEASE REVISE T	TO LEVEL1								
*47 SU 7A-8A		:30	\$200.00	09/30-09/30	2	نبر	2	\$400.00	
Buyline Comment: SUN TODAY Station Remark: V2 PLEASE REVISE T	TO LEVEL1								
*48 SA 7A-9A		:30	\$225.00	09/29-09/29	Ю	'	N	\$450.00	
Buyline Comment: SAT TODAY Station Remark: V2 PLEASE REVISE T	TO LEVEL1 AND 1	REVISE TP TO	5-6A						

Station KSNV-TV Advertiser (). Product BERKLE Estimate# 30S Buyer MICHAI Phone# Fax# Lin Day *49 SA Bu *50 SA Bu	Rep Order# 6855644
WV-T SA SA	685564
V LAS) BER LEYF AEL D AEL D	4.
KSNV-TV LAS VEGAS, NV. ar () BERKLEY FOR SENATE BERKLEY FOR SENATE # 30S MICHAEL D'ETTORRE A9 SA 6A-7A Buyline Comment: NEWS Station Remark: V2 NOT AIRING DT GOLF 50 SA 9A-930A Buyline Comment: NEWS	Ver#
SENA B Pro V2 NG V2 NG	2
Program NEWS NEWS	Status Returned
RING	s Ret
DT GO	ımed
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Agency ().8 1831 CH PHILAD: Agency C/P1/P2/E Flight Dates Hiatus Weeks	Traffic Order# 106970
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SHORR,JC ESTNUT; ELPHIA, 1 //30S 09/25/20 Len 	.06970
Showing I () SHORR, JOHNSON, MAGNUS 1831 CHESTNUT ST. #602 PHILADELPHIA, PA 19103 /PI/PZ/E //30S les 09/25/2012 - 10/01/2012 seeks Len Rate Da: :30 \$150.00 09	
SI 602 9103 110/01/	
IOWIN; [AGNI 2012	·
US Dates 09/29-(Pr
Showing Buylines: All Lines MAGNUS 1/2012 Dates 09/29-09/29 09/29-09/29 1	Printed:
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Rej Sall Sall Spot	09/25/2012 12:27 PM
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Rep Firm Sales Office (Salesperson Phone# Salesperson FAX# pots/Week # of Weeks)-21 F
L XX T T T T T T T T T T T T T T T T T T	ŠŠ
PHILADI AMY MC 215-56 215-56 Total Spots 	
PHILADELPHIA) AMY MCCREARY 215-568-6540 215-568-1845 Total Tota Spots 1 \$150	
PHIA REAR \$540 845 Tot \$15	
IIA ARY Total Cost	7 of
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*52 ຮ້າ ຜ *5<u>1</u> S SA SU Station Remark: V2 PLEASE REVISE TO LEVEL1 Station Remark: V2 PLEASE REVISE TO LEVEL1 Station Remark: V2 NOT AIRING DT GOLF Buyline Comment: SNL Buyline Comment: NEWS Buyline Comment: SPORTS NIGHT 1130P-1A 9A-930A 1130P-12A :30 :30 :30 \$135.00 \$550.00 \$175.00 09/29-09/29 09/30-09/30 09/30-09/30 ы **j_**i N Н N \$135.00 \$1,100.00 \$175.00

Station Remark: V2 NOT AIRING DT GOLF

-REPORT TOTALS-

Report Totals: 183 / \$45,035.00

-- SALES MONTHLY TOTALS-

Sep 12: 150 / \$36,640.00	Oct 12:	33 /	33 / \$8,395.00						
Sales Totals: 183 / \$45,035.00									
Station Totals: 183 / \$45,035.00									
Lines not sent/rcld/rtrn: 0 / \$0.00									
COMPETITIVE									
Market Totals	\$264,912	CATV	0%	KBLR	0%	KINC	0%	KLAS	37%
		KTNV	23%	KTUD	% ○	KVCW	o/o □	KVMY	Np 2
		XXXX	<i>≎</i>						

KVVU

17% 20%

Buyer Phone# Fax# Station KSNV-TV LAS VEGAS, NV.

Advertiser ().BERKLEY FOR SENATE

Product BERKLEY FOR SENATE

Estimate# 30S Estimate# MICHAEL D'ETTORRE Last
Showing Bu,

() SHORR, JOHNSON, MAGNUS
1831 CHESTNUT ST. #602
PHILADELPHIA, PA 19103
Agency C/PL/P2/E //30S
Flight Dates 09/25/76 Showing Buylines: All Lines Rep Firm Sales Office (Salesperson (Salesperson Phone# Salesperson FAX#

NOV12

RA35+

SHARES ESTIMATED

--COMPETITIVE COMMENTS-

Books

Demos

Traffic Order# 106970

Rep Order# EC'd Yes

6855644

Ver# 2

Status Returned

Last Received: Printed:

09/25/2012 12:27 PM 09/24/2012 12:21 PM

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) PHILADELPHIA) AMY MCCREARY

215-568-6540 215-568-1845